



BIRMINGHAM **ON-DEMAND**

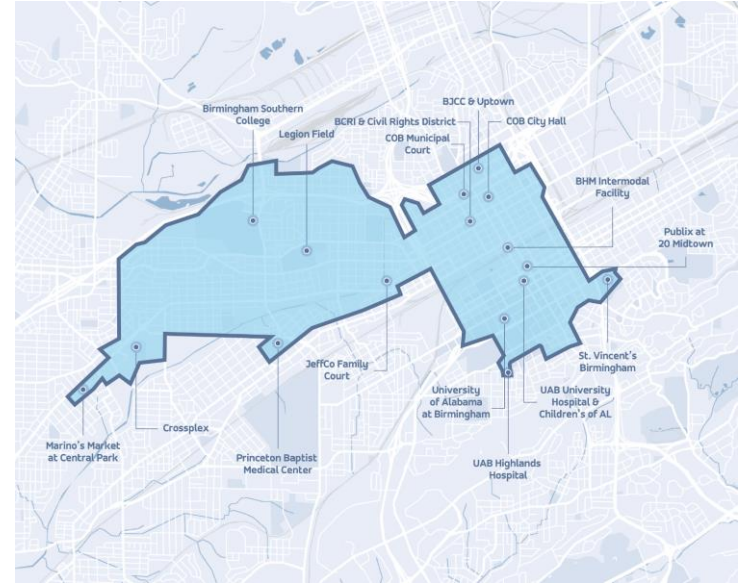
Transportation Committee Update

February 17, 2020

Summary

- **Launched:** December 3, 2019
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- **Hours:** Monday-Friday 6am-8pm and Saturday 10am-8pm
 - **No. Vehicles:** 6
 - **Zone:** ~7.0 square miles of Birmingham
 - **Pricing:** \$1.50
 - **Reservations:** App or Phone (205-236-0768)

www.birminghamal.gov/via



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Birmingham On-Demand is showing high growth in ridership and low wait times. [10 weeks of operations]

6,400

Rides completed

4.9

Average rating

2.2

Average miles per ride

8.1

Avg. wait times (min)

93%

Pickups on time

130

Completed WAV rides

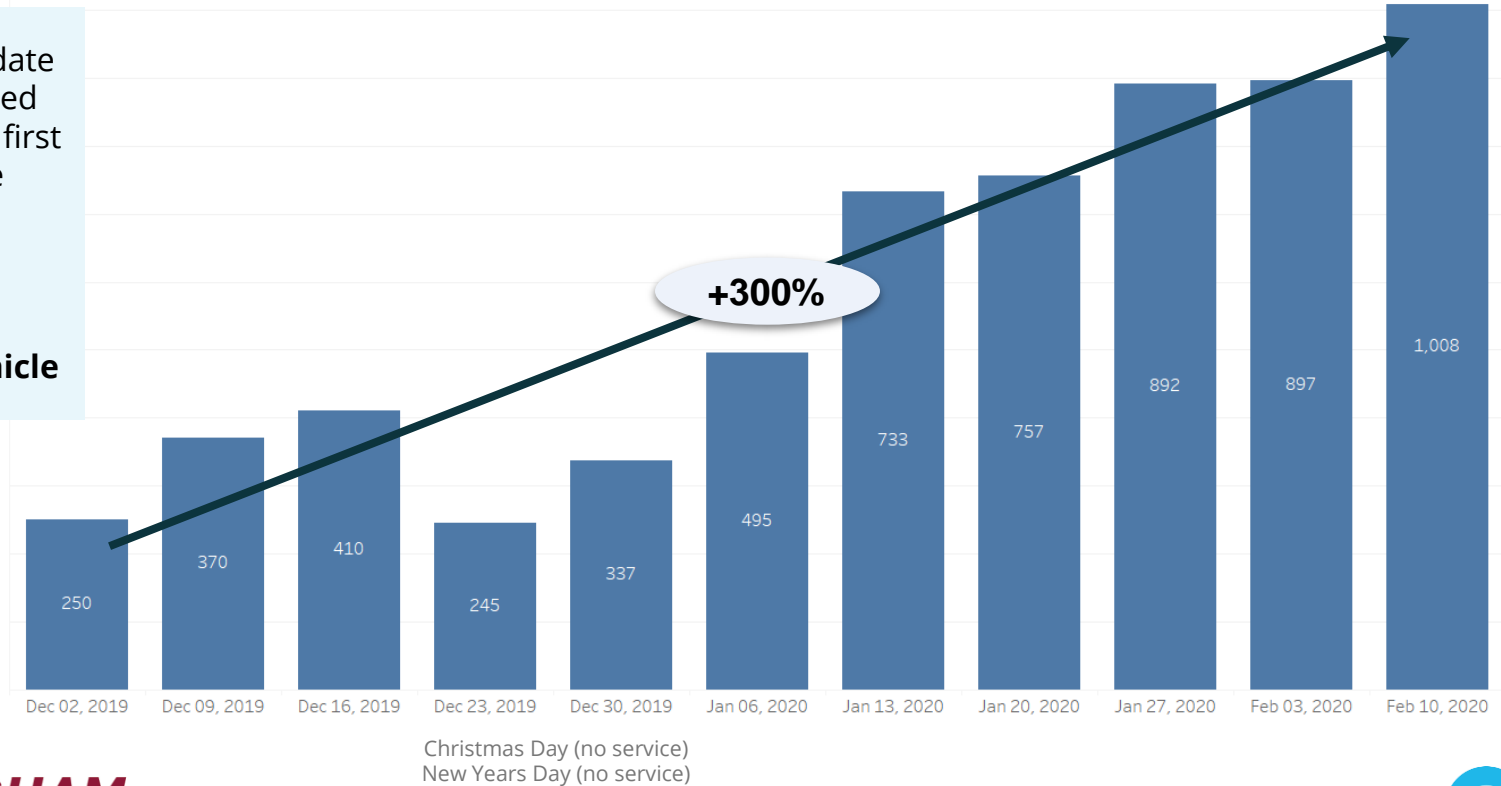


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Weekly ridership has been rapidly growing since first day.

- **6,400** rides to date
- More than tripled ridership since first week of service
- **130** completed rides for riders that require a **wheelchair accessible vehicle**

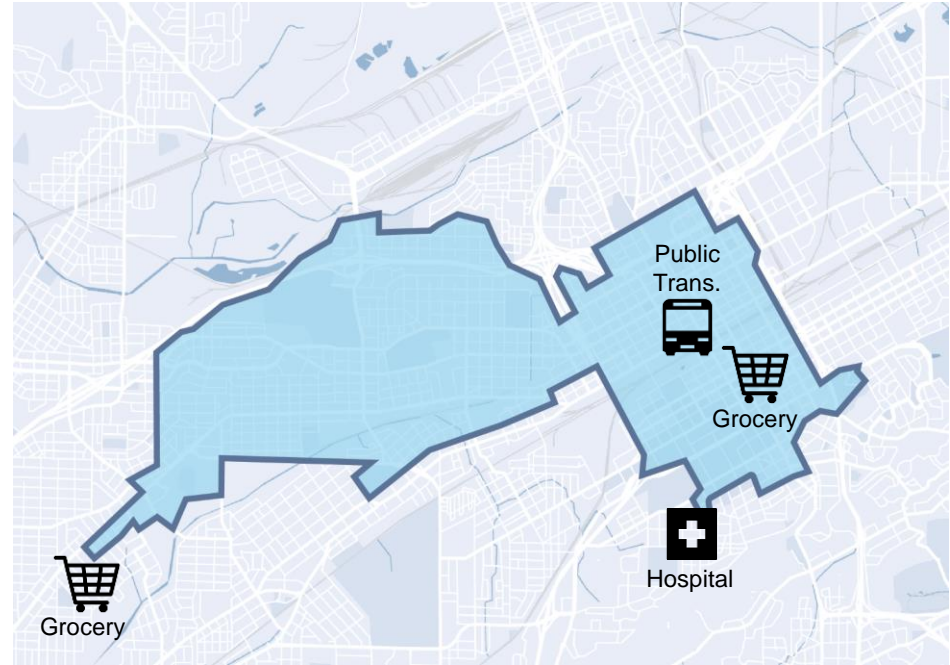


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Top pick up / drop off points are spread across pilot zone.

1. Publix
 2. Birmingham Intermodal Facility
 3. Crossplex
- UAB Hospital Highlands
 - Marino's Market at Central Park
 - 5th Ave N & Richard Arrington Jr Blvd N
 - Pike Rd & Barbour Ave



Top pick-up and drop-off destinations include **hospitals, public transportation and grocery stores**, providing access to Birmingham's residents, including historically underserved populations



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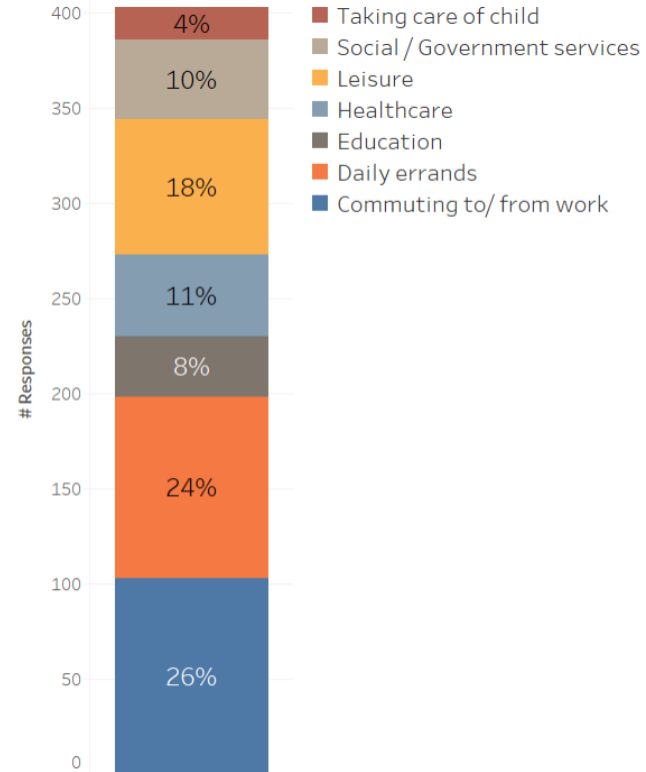
Riders use the service to commute to work and run daily errands.

**Q: What are the reasons you use Birmingham On-Demand?
(select all)**

* Based on a survey results from 206 riders,
distributed January 2020

50% of riders use the
service for commuting or
daily errands

21% use the service for
healthcare or social /
government services



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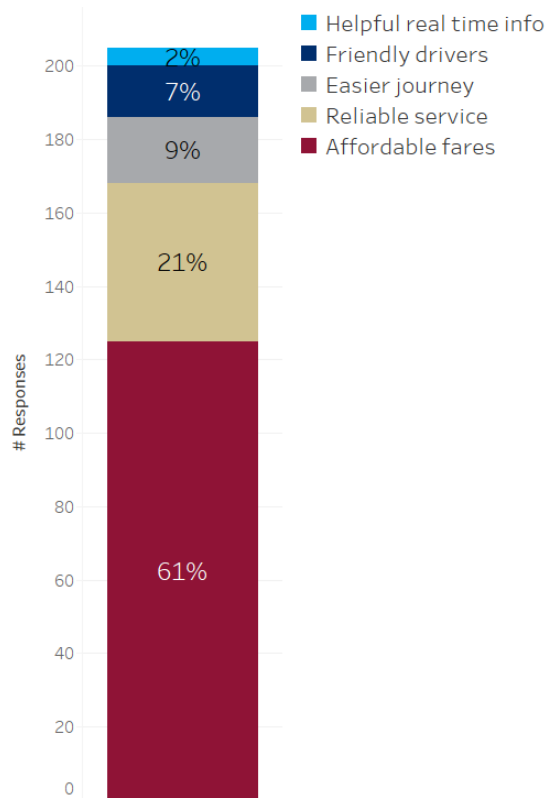
Riders especially love the affordable fares and reliable service.

Q: What do you like most about Birmingham On-Demand?

* Based on a survey results from 206 riders, distributed January 2020

61% of riders like affordable fares for the service the most

21% of riders like the reliability of the service the most



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Riders have provided overwhelmingly positive feedback.

It's **easy** to get a ride and **not have to wait** an hour.

birmingham needs **modern, affordable** transit options if it's going to be the technology hub of the south. via is **smart, convenient, and reliable**. i live in the city and i don't drive my car unless i'm going out of town.

Please **keep service going**, it is a great feature of living in Birmingham.

The service is always **timely**. The drivers are always **nice and clean**. And the **price is perfect**.

I **love the service**. I'd have been spending much more on transportation without Birmingham on Demand.

I **always know where my driver is** so I'm not waiting for no reason.

Simple easy efficient



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